



Video Solutions for Security Professionals™

## CASE STUDY



### At a Glance:

#### Market:

Cities

#### Location:

New York, New York

#### Application:

7-Eleven upgrades POS systems in a dozen stores to track thousands of daily purchases.

## Case Study: 7-Eleven Stores Upgrade POS Solutions and to IP

### Introduction

Currently ranked as one of the top ten franchise stores, 7-Eleven is not only known nationally, but has stores across the globe with more than 50,000 locations. Thousands of people purchase from 7-Eleven stores in New York daily. To protect customers and merchandise, deter shoplifting and stop employees from sweethearting, a higher definition security solution was necessary to continue best business practices. Store owners for 12 locations wanted to upgrade their existing NCR7402 PC based system to the new IP solutions system, consisting of POS with RS232 ports and converter box so the system can effectively communicate.

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### Challenge

After the installation, communication within the POS system failed, no messages appeared in an overlay format. The installer had to unplug and reconnect the cable in order to access the data. The installer created his own straight through cable, one type being cross over and converted the router.

### Featured Products:

(CMIP3142W-28S) Platinum Fixed Lens Dome Network IP Camera 4.1MP – 2.8mm

(CMIP1142W-28) Platinum Fixed Lens Turret Network IP Camera 4.1MP – 2.8mm

(CMIP3042-28) Platinum Fixed Lens Turret Network IP Camera 4.1MP – 2.8mm

(CMIP7442-28M) Platinum Fixed Lens Dome Network IP Camera 4.1MP – 2.8mm

(LTN8816-P16) Platinum Enterprise Level 16 Channel NVR 1.5U

(LTAH103C) POS IP server



### Solution

A total of 16 cameras were placed in and around each of the stores. The installer placed the Platinum Fixed Lens Dome Network IP Camera 4.1MP-2.8mm, CMIP7442-28M, at the back of store to watch customer's safety and prevent shoplifting. Since the store is open at night, the Platinum Fixed Lens Turret Network IP Camera 4.1MP-2.8mm, CMIP1142W-28, was used outside because of the Matrix IR technology. The technology gets rid of any halo effects and gives clear images in the dark. For the same reason, the installer also used Platinum Fixed Lens Turret Network IP Camera 4.1MP-2.8mm, CMIP3042-28, to keep watch over those entering and leaving the store. The

Platinum Fixed Lens Dome Network IP Camera 4.1MP-2.8mm, CMIP3142W-28S, to watch the cash register and record all transactions. All the information was being captured by the Platinum Enterprise Level 16 Channel NVR 1.5U, LTN8816-P16 for the store and the POS. LTAH103C, a POS IP server/converter was also being used for this project.

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### Results

Store managers were thrilled with their upgraded IP system. They say it's easy to use and manage since it's a compatible solution that works with their previous system. Based on the successful execution of the project, the store owners are looking forward to expanding the new system to surrounding locations.

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